

CHAPTER I

INTRODUCTION

1.0. Introduction

This chapter discussed the description of the background that underlies the study on disappointment in *Into the Magic Shop*. The researcher provides a limitation so that the data is not too general and the issues obtained can convey clearly. This chapter also provides the benefit of this study either for students, teachers or readers who want to learn more about James R. Doty's *Into the Magic Shop*. It followed by the problem of the study, the objective of the study, and paper organization as well.

1.1. Background of the study

Non-fiction is one of the genres of literary works. Non-fiction is a genre that contains lots of recent facts or issues. It makes it different with fiction. Fiction is made up, clever, imaginative, while non-fiction book had to not to be any of those things (Duke, 2000). Non-fiction should not made up because it is often referred as the informational text (Duke, 2000). The non-fiction book intended to have something actual or contain of fact about issues that recently happened in the world. Luey (1998) added that a non-fiction mostly directed to the reader's sudden goals or short-term phase to answer their curiosity. The examples of non-fiction, according to Luey (1998), are autobiography, self-help guide, textbook, diet books, etc. One example of non-fiction is *Into the Magic Shop*. *Into the Magic Shop* was made by James R. Doty. He was born on December 1, 1955. Doty has three children. James got his degree from Tulane University School of Medicine in 1981. He is now a physician with lots of achievements. One of them is the New York Times bestselling author of *Into the Magic Shop*.

Into the Magic Shop (2016) is a memoir or an autobiography of James R. Doty. The book published on February 2, 2016, with Penguin Random House as the publisher. Since the book released it gains a lot of attention from the reader. The book has already translated into 31 languages. James R. Doty put his experience of his life in this book. *Into the Magic Shop (2016)* is about how to

achieve a successful life goal by harnessing the power of both the brain and the heart.

The main character in this book is Jim. Jim is a child who lives in Lancaster, California. Jim has an alcoholic father and his mother is in depression and stroke. Jim one day came to a magic shop and he was looking for a plastic thumb for his magic tricks. He met the mother of the magic shop owner, Ruth. Ruth promised to Jim that she would teach Jim many magic tricks that she knows if Jim willing to come back to the magic shop every day for the rest of the summer. Jim was hesitating Ruth's offer. After this time, there is no one that gives him attention. Jim somehow feels loved after he met Ruth but he also feels strange about it. Nevertheless, Jim manages to meet Ruth every day in the magic shop. Jim should encounter many steps if he wants to master the tricks. However, before Ruth teaches Jim the tricks, she wants Jim to love himself first. By this, it means that he should accept everything that happened in his life, tell him that he deserves this, and open his heart.

Ruth teaches Jim three magic tricks. The first trick is relaxation. The purpose of relaxation is to tame our body and mind. The next trick is tame our mind. Ruth stated that our brain is noisy and we need to calm it down in order to get clearer thoughts. We need our own spell to calm our mind. The third trick is opening our heart. This is one of the important things to do. Once our heart connected to others, it will change everything. The last but not least is confirming our intention. If you have a clear intention, then what you want to achieve will come true.

After practicing those tricks, Jim changed a lot. One by one, his problem in his life solved. His mother often gets curious because Jim always comes back home with a happy smile put on in his face. Jim somehow finally discovers his happiness. Even though it is not easy, Jim finally achieved his dreams that he mentioned back when he was at Ruth's magic shop. Jim did not end up being a magician, but he became a doctor or to be precise, a neurosurgeon. However, life is such a temptation. The glory and royalty blinded Jim. He starts to forget Ruth's

trick and he lost what he already has. Nevertheless, Jim begins to remembering the tricks and applies them.

Moreover, even though the book has an interesting story, the researcher found that there are some unsatisfied readers based on *Goodreads* reviews since 2016. There is a review that mentioned by Tammy. She was enjoying the part where Doty tells his personal life but overall it disappoints her. Moreover, Varun Balakhrisnan stated his disappointment very bold. He did find it interesting only at the beginning of the story and the next part is just such a junk.

From the explanation above, the researcher is interested in analyzing of disappointment responded by reader response and what are the disappointment factors of this book. Therefore, the researcher entitled this research DISAPPOINTMENT TO JAMES R. DOTY'S *INTO THE MAGIC SHOP* (2016): READER RESPONSE ANALYSIS.

1.2. Limitation of the study

The research focused on the disappointment opinion or review of James R. Doty's *Into the Magic Shop* on *Goodreads* website.

1.3. Problem Statement

This research conducted in order to answer the question, as follows:

1. How is the profile of the reviewers of *Into the Magic Shop* (2016)?
2. What are the issues of disappointment of *Into the Magic Shop* (2016)?
3. Why are the reviewers disappointed to *Into the Magic Shop* (2016)?

1.4. Objective of the study

Based on the problem statements above, the objectives of the study are as follows:

1. To portray the profile of the reviewers of *Into the Magic Shop* (2016).
2. To describe the issues of disappointment of *Into the Magic Shop* (2016)
3. To find out the reason disappointment of the reviewers in *Into the Magic Shop* (2016).

1.5. Benefit of the study

The benefits of this study are as follows:

1) Theoretical Benefit

The result of this study expected to be able to give information and contribution of knowledge to the academic reference. It can be also as a reference for the other researchers who want to conduct further research and particularly the literary studies on *Into the Magic Shop*.

2) Practical Benefit

The study expected to enrich knowledge and experience for the writers in many things and for other students of Muhammadiyah University of Surakarta or for the other universities where has the same interest in literary study on the literature from a Reader Response Analysis.

1.6. Paper Organization

The organization of this study is explained in order the reader can understand the content of the paper easier. The organizations are as follows: Chapter I is Introduction; which contains background of the study, problem statements, objectives of the study, the benefit of the study, and paper organization. Chapter II is Literature Review; it describes previous studies, theoretical approach. Chapter III is Research Method; it contains type of study, object of study, type of data source, technique of data collection, and technique of data analysis. Chapter IV is Research Finding and Discussion; it describes and explained about the finding of the research and the discussion. Chapter V is Conclusion and Suggestion; it contains of the conclusion of this study, suggestion and pedagogical implication.